

Confidential Information for Ludlow Salesmen

TYPEFACE FAMILY No. 16

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Fraktur Medium Bold Condensed					
Words					
16-1 MBC	16	K51	Fewer	\$.52	\$222.00
16-1 MBC	20	K51	Fiber	.66	282.00
16-1 MBC	24	K52	Field	.74	241.00
16-1 MBC	28	K52	Plant	.75	245.00
16-1 MBC	36	K53	Fiery	1.06	280.00
16-1 MBC	42	K53	Filch	1.13	299.00
16-1 MBC	48	K54	Filly	1.23	321.00
Fraktur Bold					
Words					
16-2B	16	K51	Finer	\$.52	\$222.00
16-2B	20	K51	Flirt	.66	282.00
16-2B	24	K52	Fried	.74	241.00
16-2B	28	K52	Firms	.75	245.00
16-2B	36	K53	Fixed	1.06	280.00
16-2B	42	K53	Flags	1.13	299.00
16-2B	48	K54	Flait	1.23	321.00
Fraktur Bold					
Words					
16-3B	16	K51	Flare	\$.52	\$222.00
16-3B	20	K51	Flash	.66	282.00
16-3B	24	K52	Flask	.74	241.00
16-3B	28	K52	Flats	.75	245.00
16-3B	36	K53	Fleck	1.06	280.00
16-3B	42	K53	Fleet	1.13	299.00
16-3B	48	K54	Flesh	1.23	321.00

Total number of matrices in the above special font schemes is:

K51—428 matrices
 K52—327 matrices
 K53—285 matrices
 K54—261 matrices



TYPEFACE FAMILY No. 17

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Engravers Bold		Warms			
(Alignment, same as Lining Gothic Fonts)					
No. 17	6	No. 2 K16	Fluid		
No. 17	6	No. 3 K16	Fluke		
No. 17	6	No. 4 K16	Flume		
No. 17	6	No. 5 K16	Flunk	List	List
No. 17	12	No. 1 K17	Flush	Price	Price
No. 17	12	No. 2 K17	Flute	"C"	"C"
No. 17	12	No. 3 K17	Focus		
No. 17	18	No. 1 K9	Folia		
No. 17	18	No. 2 K9	Folds		
No. 17	24	No. 1 K26	Folla		

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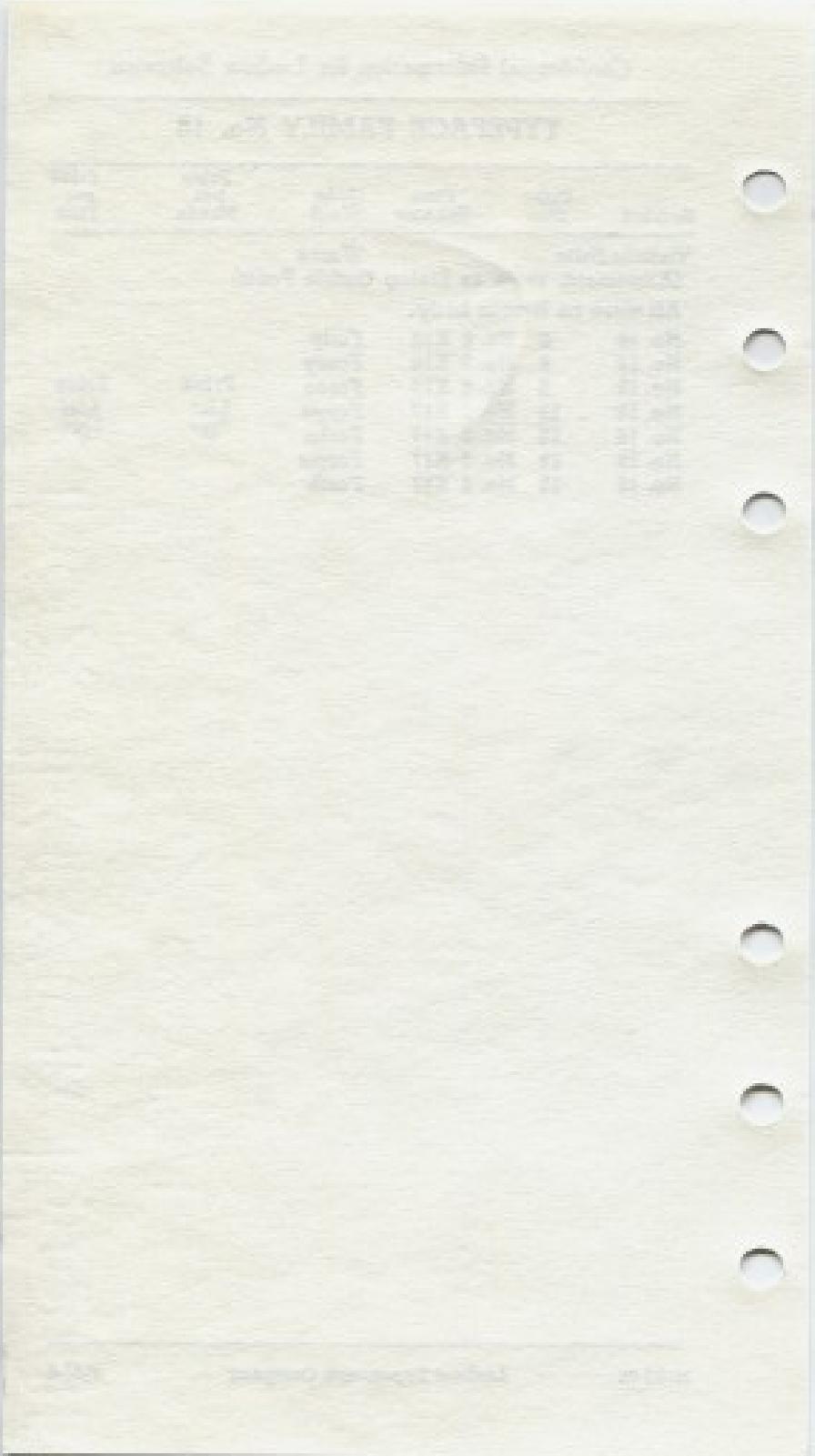
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TYPEFACE FAMILY No. 18

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Foot
Victoria Italic					
(Alignment, same as Lining Gothic Fonts)					
All sizes on Roman body.					
No. 18	6	No. 2 K18	Folly		
No. 18	6	No. 3 K18	Forsy		
No. 18	6	No. 4 K18	Force	Price	Price
No. 18	12	No. 1 K17	Forge	List	List
No. 18	12	No. 2 K17	Forks	"D"	"D"
No. 18	12	No. 3 K17	Forms		
No. 18	12	No. 4 K17	Forth		



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TYPEFACE FAMILY No. 19

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Cameo					Cameo
No. 19	12	K7	Found		
No. 19	14	K7	Foxes		
No. 19	18	K4	Foyer		
No. 19	24	K4	Frail		
No. 19	30	K4	Frame	Price	Price
No. 19	36	K1½	Frank	List	List
No. 19	42	K1½	Fraud	"A"	"A"
No. 19	48	K1½	Freed		
No. 19	60	K58	Framp		
No. 19	72	K36	Fread		
Cameo Italic					Youth
19-I	12	K6	Gurge		
19-I	14	K6	Gusto		
19-I	18	K3	Gutta		
19-I	24	K3	Gutty	Price	Price
19-I	30	K3	Gyron	List	List
19-I	36	K1	Gyrus	"B"	"B"
19-I	42	K1	Habit		
19-I	48	K1	Heith		



TYPEFACE FAMILY No. 20

Symbol	Point Size	Font Scheme	Code Word	Price per Matrix	Price per Font
Old English		Wraps			
No. 20	8	K47-02	Hakim		
No. 20	10	K48-02	Halid		
No. 20	12	K48-02	Fresh	Price	Price
No. 20	14	K48-02	Halco	List	List
No. 20	18	K57	Frill	"A"	"L"
No. 20	24	K57	Fried		
No. 20	30	K57	Halma		
No. 20	36	K55	Frisk		
No. 20	48	K55	Colts		

Because the Old English typeface is generally used for comparatively short lines, fonts made up according to the font schemes indicated above are relatively smaller than ordinary fonts.

The total number of matrices in the fonts as listed above is about 80% of the total number of matrices in an ordinary font of the same point size.

Fonts as priced above have generally proven more acceptable to users than large fonts at higher prices, as there is a sufficient number of matrices in the fonts to meet regular "short line" requirements. Where this face will be used for regular composition a double font or a font plus a sortis font should be ordered.

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